

From: Catherine Ratelle

Sent: Monday, July 14, 2008 2:38 PM

To: Western Division - All EDs

Cc: Western Division - All RDOs; Western Division - All RDQSs; Western Division - All RDSMs; Angela Neale; Lisa Hulse; Audrey Withers; John Cincotta; Justin Hutchens

Subject: New CA Resident Agreements etc... **SALES comes first !**

Importance: High
ED's

It has come to my attention that many of you are having a hard time to find "balance" .
Balance between getting all the new CA Residents Agreements signed, family meetings and daily operational tasks etc...

In an effort to help you prioritize your daily tasks and to see that **SALES and your commitment to sales is your highest priority right now**, you must find balance.

New CA Resident Agreements - our goal was to have them completed and signed in 3 months ~ well, maybe you need to ask for an extension? That's okay ... Just make sure you have a plan , maybe do 2 or 3 a day. Do not prioritize this over sales.

I do not want these operational initiatives to get in the way from you completing your commitment to sales and marketing. i.e completing 5 external sales calls a week, using YGL's, making follow up calls, having a formal meeting with your CRD each week, breaking down barriers etc...

As an ED you are held responsible for census and occupancy growth, lets make sure you have the time to get this done !

Please communicate with your RDO, if you are struggling with a due date.

Make your committment to **SALES # 1** on your list of priorities !

Lets go TEAM West !

Thank you all for your hard work and dedication !

Catherine

Catherine Ratelle

Vice President Operations Western Division

Emeritus Senior Living

714.235.8895 phone

714.377.1766 fax